

What's **Hot** & What's **Not** CHEF SURVEY

Methodology

The National Restaurant Association conducted an Internet survey of 1,282 members of the American Culinary Federation in October 2007. Chefs were given a list of 194 food items, beverage items, cuisines and preparation methods, and were asked to rate items as "hot," "cool/passé" or "perennial favorite."

Note: Figures may not add to 100% due to rounding.

The **National Restaurant Association**, founded in 1919, is the leading business association for the restaurant industry, which is comprised of 935,000 restaurant and foodservice outlets and a work force of 12.8 million employees — making it the cornerstone of the economy, career opportunities and community involvement. Along with the National Restaurant Association Educational Foundation, the Association works to represent, educate and promote the rapidly growing industry. For more information, visit our Web site at www.restaurant.org.

The **American Culinary Federation, Inc.**, established in 1929, is the premier professional organization for culinarians in North America. With nearly 20,000 members spanning more than 230 chapters nationwide, ACF is the culinary leader in offering educational resources, training, apprenticeship and accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States. ACF is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and also holds the presidium for the World Association of Chefs Societies, the largest international network of chef associations with more than eight million members globally. For more information, please visit www.acfchefs.org.



What's Hot

All 194 items ranked based on percentage of chefs rating item as "Hot"

		Hot	Passé	Perennial Favorite
1	Bite-size desserts	83%	11%	6%
2	Locally grown produce	81%	5%	14%
3	Organic produce	75%	16%	9%
4	Small plates/tapas/mezze	73%	20%	8%
5	Specialty sandwiches	71%	14%	15%
6	Craft/artisan/microbrew beer	70%	17%	13%
7	Sustainable seafood	65%	21%	14%
8	Grass-fed items	65%	26%	9%
9	Energy drink cocktails	64%	31%	5%
10	Salts (e.g., sea, smoked, colored, kosher)	64%	20%	17%
11	Ethnic fusion Cuisine	64%	29%	8%
12	Flatbreads	63%	22%	15%
13	Martinis/flavored martinis	63%	24%	13%
14	Mojito	62%	28%	10%
15	Asian Entrée Salad	62%	22%	16%
16	Pomegranates	62%	21%	18%
17	Asian Appetizers	62%	18%	20%
18	Microdistilled/artisanal liquors	61%	29%	10%
19	Organic wine	60%	33%	8%
20	Specialty Beer (e.g., seasonal, fruit, spice/herb, beer cocktails)	60%	28%	12%

National Restaurant Association

	Hot	Passé	Perennial Favorite
<i>What's Hot continued</i>			
21 Latin American Cuisine	59%	21%	20%
22 Braised	59%	14%	27%
23 Ciabatta	59%	24%	17%
24 Flavored/enhanced water	59%	35%	6%
25 Mediterranean Cuisine	58%	14%	28%
26 Espresso/specialty coffees	58%	12%	30%
27 Free-range items	58%	31%	11%
28 Alternative red meats/game animals (e.g., buffalo, ostrich, venison, emu)	57%	35%	7%
29 Micro-vegetables (e.g., greens, zucchini, cucumber)	57%	31%	13%
30 Aged meats (e.g., prosciutto)	57%	15%	28%
31 Whole grain bread	56%	16%	28%
32 Belgian-style beer (including lambic)	56%	27%	17%
33 Meatless/vegetarian dishes	56%	29%	15%
34 Thai Cuisine	56%	20%	24%
35 Pan-Asian Cuisine	55%	27%	18%
36 Pan-seared/sauteed	55%	9%	36%
37 Vegetarian/vegan Entrée Salad	55%	27%	18%
38 Chili peppers (e.g., piri piri, habanero, chipotle)	54%	25%	21%
39 Grilled	54%	9%	37%
40 Slow food	54%	26%	20%
41 Exotic mushrooms (e.g., morel, enoki, shiitake, truffles)	54%	15%	31%
42 Cuban Cuisine	52%	33%	14%
43 Dragon fruit	52%	38%	10%
44 Spanish Cuisine	52%	24%	24%
45 Caribbean Cuisine	52%	35%	13%
46 Smoked items (e.g., mesquite, hickory, oak)	52%	22%	26%
47 Quinoa	51%	38%	11%
48 Sous vide	51%	38%	11%
49 Fresh fruit/mixer cocktails	51%	28%	22%
50 Vegan dishes	51%	38%	12%
51 Sorbet/gelato	51%	25%	24%
52 Infused oils	50%	31%	18%
53 Fresh pasta	50%	18%	31%
54 India Pale (IPA)/hoppy beers	50%	32%	18%
55 Cheese plates/platters	50%	27%	23%
56 Bottled water	49%	31%	20%

	Hot	Passé	Perennial Favorite
57 Sushi Cuisine	49%	23%	28%
58 Wheat beer	48%	35%	17%
59 Fresh herbs	48%	6%	46%
60 Balsamic vinegar	48%	21%	31%
61 Fresh fruits	47%	13%	40%
62 Edamame	47%	43%	11%
63 Japanese Cuisine-other than sushi	47%	31%	22%
64 Lemon grass	46%	34%	19%
65 Low-calorie/low-fat items	46%	42%	12%
66 Figs	46%	29%	25%
67 Sake	45%	34%	21%
68 Passion fruit	45%	38%	17%
69 Tea	44%	16%	40%
70 Vinaigrettes	44%	15%	41%
71 Curries	44%	33%	23%
72 Ginger	44%	22%	34%
73 Vegetable/vegetarian/salad Appetizers	44%	28%	28%
74 Filtered water	44%	38%	18%
75 Red wine	43%	10%	47%
76 Relishes/chutneys	43%	29%	28%
77 Gourmet pizza	43%	39%	19%
78 Indian Cuisine	43%	35%	23%
79 Duck	42%	27%	31%
80 Chocolate desserts	42%	10%	48%
81 Focaccia	42%	33%	25%
82 Vodka	42%	16%	42%
83 Seafood/shrimp Appetizers	42%	17%	42%
84 Seabass	41%	34%	24%
85 Couscous	41%	37%	22%
86 Prickly pear/cactus pear/cactus	41%	48%	11%
87 Lychee/litchi	41%	47%	13%
88 Persimmons	40%	44%	16%
89 Entrée Salad with Salmon	40%	29%	31%
90 Mexican/Tex-Mex/Southwest Entrée Salad	40%	39%	21%
91 Chai	40%	50%	10%
92 Tequila	40%	24%	36%
93 Tartare/carpaccio (e.g., beef, tuna)	40%	41%	19%
94 Olives	40%	17%	43%
95 Mango	40%	30%	30%
96 Middle Eastern Cuisine	40%	43%	18%

National Restaurant Association

	Hot	Passé	Perennial Favorite
<i>What's Hot continued</i>			
97 Flavored liquors	39%	37%	24%
98 Indonesian Cuisine	39%	46%	15%
99 Barbeque items	39%	23%	37%
100 Scallops	39%	19%	42%
101 Guava	39%	45%	16%
102 Pasta/gnocchi	39%	22%	39%
103 Entrée Salad with Steak	39%	25%	37%
104 Dessert wine	38%	32%	30%
105 Specialty greens (e.g., escarole, endive, radicchio)	38%	35%	27%
106 Tuna	38%	26%	37%
107 Crab	37%	18%	45%
108 Wasabi	37%	38%	25%
109 Bulgar wheat	37%	46%	17%
110 Dark ale/lager/stout	37%	25%	38%
111 Crepes (sweet/savory)	37%	45%	18%
112 White wine	37%	13%	50%
113 Low-fat/nonfat sauces and dressings	36%	48%	15%
114 Roasted garlic	36%	24%	39%
115 Coffee	36%	13%	51%
116 Nuts (e.g., pecans, walnuts, macadamia, peanuts)	36%	18%	46%



	Hot	Passé	Perennial Favorite
117 Mexican/Tex-Mex Appetizers	36%	36%	28%
118 Tilapia	35%	42%	23%
119 Root vegetables (e.g., rutabagas, turnips, beets)	35%	31%	34%
120 Soup	35%	22%	43%
121 Low-carb dough	35%	60%	6%
122 Potatoes (e.g., Yukon Gold, fingerling, blue)	35%	23%	42%
123 Papaya	34%	40%	26%
124 Salsa	34%	24%	41%
125 Arugula	34%	34%	32%
126 Polenta	34%	40%	26%
127 Brandy/grappa/cognac/calvados	33%	31%	35%
128 Steamed	33%	33%	34%
129 Rum	33%	22%	45%
130 Beef	33%	12%	55%
131 Winter squash (e.g., acorn, butternut, hubbard)	33%	23%	45%
132 Poached	33%	43%	25%
133 Mustards	32%	23%	45%
134 Salmon	32%	22%	46%
135 Pickled items	32%	35%	33%
136 Stir-fried	31%	31%	37%
137 Lentils	31%	34%	35%
138 Aperitif/digestif	30%	42%	28%
139 Entrée Salad with Shrimp	30%	28%	42%
140 Pork	30%	23%	46%
141 Lobster	30%	20%	50%
142 Cajun/Creole Cuisine	30%	42%	28%
143 Dips	30%	39%	31%
144 Fennel	30%	39%	32%
145 Clams/oysters/mussels	30%	27%	44%
146 Grits	29%	40%	31%
147 Maple syrup	29%	26%	45%
148 Mexican Cuisine	29%	27%	45%
149 Shrimp	28%	19%	53%
150 Ice cream	28%	18%	54%
151 Scotch whisky	28%	26%	46%
152 Beans	28%	22%	50%
153 Iced tea	28%	19%	53%
154 Citrus	28%	20%	53%
155 Greek Cuisine	27%	38%	34%
156 Barley	27%	46%	27%
157 Sparkling wine	27%	35%	38%

	Hot	Passé	Perennial Favorite
<i>What's Hot continued</i>			
158 Italian Cuisine	27%	18%	55%
159 Entrée Salad with Chicken	26%	24%	51%
160 Custards	26%	39%	36%
161 Berries (e.g., strawberries, blueberries, blackberries, raspberries)	25%	13%	62%
162 Foie gras	25%	48%	26%
163 Cordials/liqueurs	25%	39%	36%
164 Pastry dough (e.g., phyllo, puff pastry)	25%	35%	40%
165 Chicken	25%	18%	57%
166 Tomatoes	25%	19%	56%
167 Fruit juice	25%	32%	44%
168 Sweet potatoes/yams	25%	34%	42%
169 Tofu	25%	59%	16%
170 Chicken Appetizers (e.g., buffalo wings, tenders)	24%	33%	42%
171 Dried fruits	24%	49%	27%
172 Onions (e.g. red onions, leeks, pearl onions, shallots)	24%	19%	57%
173 Irish whiskey	24%	32%	44%
174 Star fruit	23%	62%	14%
175 Pita	23%	49%	28%
176 Mezcal	23%	55%	23%
177 French Cuisine	22%	30%	48%
178 Asparagus	22%	21%	57%
179 Rose/blush wine	22%	47%	31%
180 Chinese Cuisine	22%	32%	47%
181 Fruit/flavored wine	21%	63%	16%
182 Kosher items	21%	47%	32%
183 Gin	21%	32%	47%
184 Cobb Entrée Salad	20%	45%	35%
185 Pies/tarts	20%	31%	50%
186 Kosher wine	20%	59%	22%
187 Rice	19%	26%	55%
188 Caesar Entrée Salad	19%	30%	51%
189 Cheesecake	18%	33%	49%
190 Deep-fried/pan fried	17%	44%	40%
191 Cakes/layered cakes	14%	45%	41%
192 Grapes	14%	40%	46%
193 Vermouth	12%	55%	33%
194 Soda/carbonated drinks	12%	46%	43%



Individual Categories

Items ranked based on percentage of chefs rating item as "Hot"

	Hot	Passé	Perennial Favorite
Vegetables			
1 Locally grown produce	81%	5%	14%
2 Organic produce	75%	16%	9%
3 Micro-vegetables (e.g., greens, zucchini, cucumber)	57%	31%	13%
4 Chili peppers (e.g., piri piri, habanero, chipotle)	54%	25%	21%
5 Exotic mushrooms (e.g., morel, enoki, shiitake, truffles)	54%	15%	31%
6 Fresh herbs	48%	6%	46%
7 Edamame	47%	43%	11%
8 Specialty greens (e.g., escarole, endive, radicchio)	38%	35%	27%
9 Root vegetables (e.g., rutabagas, turnips, beets)	35%	31%	34%
10 Potatoes (e.g., Yukon Gold, fingerling, blue)	35%	23%	42%
11 Arugula	34%	34%	32%
12 Winter squash (e.g., acorn, butternut, hubbard)	33%	23%	45%
13 Fennel	30%	39%	32%
14 Tomatoes	25%	19%	56%
15 Sweet potatoes/yams	25%	34%	42%
16 Onions (e.g. red onions, leeks, pearl onions, shallots)	24%	19%	57%
17 Asparagus	22%	21%	57%

		Hot	Passé	Perennial Favorite
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Individual Categories continued

Fruits

1	Pomegranates	62%	21%	18%
2	Dragon fruit	52%	38%	10%
3	Figs	46%	29%	25%
4	Passion fruit	45%	38%	17%
5	Prickly pear/cactus pear/cactus	41%	48%	11%
6	Lychee/litchi	41%	47%	13%
7	Persimmons	40%	44%	16%
8	Mango	40%	30%	30%
9	Guava	39%	45%	16%
10	Papaya	34%	40%	26%
11	Citrus	28%	20%	53%
12	Berries (e.g., strawberries, blueberries, blackberries, raspberries)	25%	13%	62%
13	Dried fruits	24%	49%	27%
14	Star fruit	23%	62%	14%
15	Grapes	14%	40%	46%

Grains/Legumes/ Nuts

1	Quinoa	51%	38%	11%
2	Fresh pasta	50%	18%	31%
3	Couscous	41%	37%	22%
4	Bulgar wheat	37%	46%	17%
5	Nuts (e.g., pecans, walnuts, macadamia, peanuts)	36%	18%	46%
6	Polenta	34%	40%	26%
7	Lentils	31%	34%	35%
8	Grits	29%	40%	31%
9	Beans	28%	22%	50%
10	Barley	27%	46%	27%
11	Rice	19%	26%	55%

Breads and Doughs

1	Flatbreads	63%	22%	15%
2	Ciabatta	59%	24%	17%
3	Whole grain bread	56%	16%	28%
4	Focaccia	42%	33%	25%
5	Low-carb dough	35%	60%	6%
6	Pastry dough (e.g., phyllo, puff pastry)	25%	35%	40%
7	Pita	23%	49%	28%

		Hot	Passé	Perennial Favorite
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Entrée Salads

1	Asian	62%	22%	16%
2	Vegetarian/vegan	55%	27%	18%
3	Salmon	40%	29%	31%
4	Mexican/Tex-Mex/Southwest	40%	39%	21%
5	Steak	39%	25%	37%
6	Shrimp	30%	28%	42%
7	Chicken	26%	24%	51%
8	Cobb	20%	45%	35%
9	Caesar	19%	30%	51%

Entrée/Main Dish

1	Small plates/tapas/mezze	73%	20%	8%
2	Specialty sandwiches	71%	14%	15%
3	Sustainable seafood	65%	21%	14%
4	Grass-fed items	65%	26%	9%
5	Free-range items	58%	31%	11%
6	Alternative red meats/game animals (e.g., buffalo, ostrich, venison, emu)	57%	35%	7%
7	Meatless/vegetarian dishes	56%	29%	15%
8	Vegan dishes	51%	38%	12%
9	Low-calorie/low-fat items	46%	42%	12%
10	Gourmet pizza	43%	39%	19%
11	Duck	42%	27%	31%
12	Seabass	41%	34%	24%
13	Barbeque items	39%	23%	37%
14	Scallops	39%	19%	42%
15	Pasta/gnocchi	39%	22%	39%
16	Tuna	38%	26%	37%
17	Crab	37%	18%	45%
18	Tilapia	35%	42%	23%
19	Beef	33%	12%	55%
20	Salmon	32%	22%	46%
21	Pork	30%	23%	46%
22	Lobster	30%	20%	50%
23	Clams/oysters/mussels	30%	27%	44%
24	Shrimp	28%	19%	53%
25	Foie gras	25%	48%	26%
26	Chicken	25%	18%	57%
27	Tofu	25%	59%	16%
28	Kosher items	21%	47%	32%

	Hot	Passé	Perennial Favorite
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Individual Categories continued

Desserts

1	Bite-size desserts	83%	11%	6%
2	Sorbet/gelato	51%	25%	24%
3	Cheese plates/platters	50%	27%	23%
4	Fresh fruits	47%	13%	40%
5	Chocolate desserts	42%	10%	48%
6	Crepes (sweet/savory)	37%	45%	18%
7	Ice cream	28%	18%	54%
8	Custards	26%	39%	36%
9	Pies/tarts	20%	31%	50%
10	Cheesecake	18%	33%	49%
11	Cakes/layered cakes	14%	45%	41%

Nonalcoholic Beverages

1	Flavored/enhanced water	59%	35%	6%
2	Espresso/specialty coffees	58%	12%	30%
3	Bottled water	49%	31%	20%
4	Tea	44%	16%	40%
5	Filtered water	44%	38%	18%
6	Coffee	36%	13%	51%
7	Iced tea	28%	19%	53%
8	Fruit juice	25%	32%	44%
9	Soda/carbonated drinks	12%	46%	43%

Alcoholic Beverages/ Cocktails (as beverage or in cooking)

1	Craft/artisan/microbrew beer	70%	17%	13%
2	Energy drink cocktails	64%	31%	5%
3	Martinis/flavored martinis	63%	24%	13%

	Hot	Passé	Perennial Favorite
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4	Mojito	62%	28%	10%
5	Microdistilled/artisanal liquors	61%	29%	10%
6	Organic wine	60%	33%	8%
7	Specialty Beer (e.g., seasonal, fruit, spice/herb, beer cocktails)	60%	28%	12%
8	Belgian-style beer (including lambic)	56%	27%	17%
9	Fresh fruit/mixer cocktails	51%	28%	22%
10	India Pale (IPA)/hoppy beers	50%	32%	18%
11	Wheat beer	48%	35%	17%
12	Sake	45%	34%	21%
13	Red wine	43%	10%	47%
14	Vodka	42%	16%	42%
15	Tequila	40%	24%	36%
16	Flavored liquors	39%	37%	24%
17	Dessert wine	38%	32%	30%
18	Dark ale/lager/stout	37%	25%	38%
19	White wine	37%	13%	50%
20	Brandy/grappa/cognac/calvados	33%	31%	35%
21	Rum	33%	22%	45%
22	Aperitif/digestif	30%	42%	28%
23	Scotch whisky	28%	26%	46%
24	Sparkling wine	27%	35%	38%
25	Cordials/liqueurs	25%	39%	36%
26	Irish whiskey	24%	32%	44%
27	Mezcal	23%	55%	23%
28	Rose/blush wine	22%	47%	31%
29	Fruit/flavored wine	21%	63%	16%
30	Gin	21%	32%	47%
31	Kosher wine	20%	59%	22%
32	Vermouth	12%	55%	33%

Ethnic Cuisine

1	Ethnic fusion	64%	29%	8%
2	Latin American	59%	21%	20%
3	Mediterranean	58%	14%	28%
4	Thai	56%	20%	24%
5	Pan-Asian	55%	27%	18%
6	Cuban	52%	33%	14%
7	Spanish	52%	24%	24%
8	Caribbean	52%	35%	13%
9	Sushi	49%	23%	28%
10	Japanese-other than sushi	47%	31%	22%



	Hot	Passé	Perennial Favorite
<i>Individual Categories continued</i>			
11 Indian	43%	35%	23%
12 Middle Eastern	40%	43%	18%
13 Indonesian	39%	46%	15%
14 Cajun/Creole	30%	42%	28%
15 Mexican	29%	27%	45%
16 Greek	27%	38%	34%
17 Italian	27%	18%	55%
18 French	22%	30%	48%
19 Chinese	22%	32%	47%

Sauces/Condiments/ Special Ingredients

1 Salts (e.g., sea, smoked, colored, kosher)	64%	20%	17%
2 Aged meats (e.g., prosciutto)	57%	15%	28%
3 Infused oils	50%	31%	18%
4 Balsamic vinegar	48%	21%	31%
5 Lemon grass	46%	34%	19%
6 Vinaigrettes	44%	15%	41%
7 Curries	44%	33%	23%
8 Ginger	44%	22%	34%
9 Relishes/chutneys	43%	29%	28%
10 Chai	40%	50%	10%
11 Olives	40%	17%	43%
12 Wasabi	37%	38%	25%
13 Low-fat/nonfat sauces and dressings	36%	48%	15%
14 Roasted garlic	36%	24%	39%

	Hot	Passé	Perennial Favorite
15 Salsa	34%	24%	41%
16 Mustards	32%	23%	45%
17 Pickled items	32%	35%	33%
18 Maple syrup	29%	26%	45%

Appetizers

1 Asian	62%	18%	20%
2 Vegetable/vegetarian/salads	44%	28%	28%
3 Seafood/shrimp	42%	17%	42%
4 Tartare/carpaccio (e.g., beef, tuna)	40%	41%	19%
5 Mexican/Tex-Mex	36%	36%	28%
6 Soup	35%	22%	43%
7 Dips	30%	39%	31%
8 Chicken (e.g., buffalo wings, tenders)	24%	33%	42%

Preparation Methods

1 Braised	59%	14%	27%
2 Pan-seared/sauteed	55%	9%	36%
3 Grilled	54%	9%	37%
4 Slow food	54%	26%	20%
5 Smoked items (e.g., mesquite, hickory, oak)	52%	22%	26%
6 Sous vide	51%	38%	11%
7 Steamed	33%	33%	34%
8 Poached	33%	43%	25%
9 Stir-fried	31%	31%	37%
10 Deep-fried/pan fried	17%	44%	40%

Additional Questions

What is the hottest trend right now when it comes to culinary uses of alcohol?

Signature cocktails	25%
Deglazing/reductions/sauces	24%
Food-beer pairings & beer sommeliers	18%
Food-wine pairings & sommeliers	17%
Desserts	5%
Marinating	5%
Braising/stewing/steaming	3%
Grilling/barbecuing	2%
Other	1%

Which is the hottest trend in kitchen equipment right now?

Multi-purpose equipment	33%
Environmentally friendly equipment that saves water and/or energy	25%
Equipment that speeds up cooking or prep times	20%
Unique/unusual equipment	10%
Equipment that enhances food safety	7%
Equipment endorsed by celebrity chefs	4%
Other	2%

Where do you learn about new food items, recipes and trends?

(Choose all that apply)

Trade magazines	72%
Web sites	48%
Trade shows	44%
Consumer magazines	41%
Television programs	36%
Culinary competitions	35%